

# WEST COAST REGION NATIONAL MARINE SANCTUARIES



CHANNEL ISLANDS CORDELL BANK GULF OF THE FARALLONES MONTEREY BAY OLYMPIC COAST  
QUARTERLY SANCTUARY ADVISORY COUNCIL ACTIONS

## **Channel Islands National Marine Sanctuary Advisory Council**

July 19, 2013

### **Ocean For Life Field Study Program Highlights presented to Channel Islands National Marine Sanctuary Advisory Council**

The Channel Islands National Marine Sanctuary Advisory Council enjoyed a presentation about the recently completed Ocean For Life program field study experience hosted at the Channel Islands National Marine Sanctuary. Claire Fackler with NOAA's Office of National Marine Sanctuaries provided a photo tour of the unique 12-day program, which brought together thirty high school students from Middle Eastern countries and America to learn about cultural understanding, ocean science, and marine conservation stewardship. Several council members were acknowledged and thanked for the roles they played in supporting various student activities. Everyone appreciated the quality of the youth media project video that was shown (<http://www.youtube.com/watch?v=ngGLL77vlpY>). In addition, several members commented that the success of the program and the student videos should be known to more people and should help to market the importance of work done by national marine sanctuaries. For more information: [michael.murray@noaa.gov](mailto:michael.murray@noaa.gov).

### **New Channel Islands Boating Center hosts Channel Islands National Marine Sanctuary Advisory Council**

The Channel Islands National Marine Sanctuary Advisory Council met at the recently completed Channel Islands Boating Center located in Oxnard at the Channel Islands Harbor. The advisory council enjoyed receiving a tour of the new facility, which is filled with engaging and interactive exhibits developed by the Office of National Marine Sanctuaries. The new center's exhibits are designed to convey the importance of our national marine sanctuaries, entice and inspire youth and adult visitors with the allure and adventure of boating at the Channel Islands, teach safe and environmentally responsible boating practices, emphasize the importance of stewardship for sanctuaries, and help increase ocean literacy. As such, the 15,000 square foot facility, with its large classroom space, offered a perfect setting for a public meeting of the sanctuary advisory council. For more information: [michael.murray@noaa.gov](mailto:michael.murray@noaa.gov).

September 20, 2013

### **Tourism Marketing Expertise of "Visit Santa Barbara" shared with Channel Islands Sanctuary Advisory Council**

The Channel Islands National Marine Sanctuary Advisory Council received a presentation from Kathy Janega-Dykes, President and CEO of Visit Santa Barbara (formerly the Santa Barbara Conference and Visitors Bureau). The Mission of Visit Santa Barbara is to promote the City of Santa Barbara, South Coast and surrounding county communities as a destination for travel and media production to create economic vitality. Ms. Janega-Dykes spent an hour with the advisory

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council presenting information and engaging in thoughtful discussion focused largely on enhancing efforts to market the sanctuary to visitors and the businesses that serve them. From Ms. Janega's talk, the advisory council and several attending sanctuary staff learned about: Visit Santa Barbara's mission, goals and marketing strategies; the profile of Santa Barbara visitors; and the rising popularity of adventure travel. Council members learned that the Santa Barbara South Coast tourism industry generated a total of \$1.5 billion dollars in visitor-related spending in a 2012/13 period of study. Knowing that the sanctuary had recently joined Visit Santa Barbara as a member organization, Ms. Janega-Dykes suggested several marketing opportunities that the sanctuary could pursue with her organization, including: increasing sanctuary exposure through posts on their very active web site (SantaBarbaraCA.com); participating in a variety of promotional opportunities; connecting through their social media channels, which are some of the most developed and rapidly growing in California tourism markets; potentially participating in cooperative advertising public relations outreach activities; and connecting with a number of lodging concierges. Council members expressed enthusiasm about the possibilities for enhancing public and business sector awareness of the sanctuary, indicated interest in specific business connections that could be made, and shared some cautionary remarks about the effects of tourism overloading on a place as special and fragile as the Channel Islands. Overall, it was an inspiring session and follow-up conversations with Ms. Janega-Dykes are planned with staff and some council members. For more information, visit SantaBarbaraCA.com or contact michael.murray@noaa.gov.

### **Cordell Bank National Marine Sanctuary Advisory Council**

[April 25, 2013](#)

The Cordell Bank National Marine Sanctuary Advisory Council met and did not have any action items from this meeting.

### **Gulf of the Farallones National Marine Sanctuary Advisory Council**

[August 21, 2013](#)

#### **Advisory Council Passes Two Resolutions on Essential Fish Habitat**

The Gulf of the Farallones National Marine Sanctuary (GFNMS) Advisory Council passed two resolutions on Essential Fish Habitat (EFH). The first resolution supports the sanctuary's EFH proposal to the Pacific Fisheries Management Council (PFMC) on July 31, 2013. The second resolution supports a continuing inclusive consultative process to review proposed additional EFH candidate conservation areas within the Northern Management Area and within additional areas of the GFNMS. It further encourages the GFNMS staff to facilitate collaborative discussions between proposers of EFH conservation areas in the Northern Management Area and potentially affected fishermen.

#### **Advisory Council Provides Public Comment on the Site Nomination Process**

The GFNMS Advisory Council submitted public comment in support of the draft proposal by the Office of National Marine Sanctuaries (ONMS) to redesign and reopen the important public process for evaluating prospective new National Marine Sanctuary sites as described in Federal Register

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## **Monterey Bay National Marine Sanctuary Advisory Council**

August 21, 2013

The Monterey Bay National Marine Sanctuary (MBNMS) Advisory Council met jointly with the GFNMS Advisory Council in Half Moon Bay. Both councils had opportunities to learn from each other regarding Sanctuary activities and current issues, and no substantive actions were taken during the joint session. After the joint session the MBNMS Advisory Council met individually and no substantive actions were taken.

## **Olympic Coast National Marine Sanctuary Advisory Council**

September 20, 2013

### **Advisory Council Approves Youth Seat Subcommittee Recommendations and Final Report**

At the September 20<sup>th</sup> meeting in La Push, WA, Olympic Coast National Marine Sanctuary (OCNMS) Advisory Council accepted a final letter from the Youth Seat Subcommittee providing recommendations for youth engagement in the advisory council. The Youth Seat Subcommittee (YSS) was formed to consider ONMS Director's recommendation that each advisory council incorporate a Youth Seat on its council. After considering four major options for youth engagement on the advisory council—including a Youth Seat—the YSS recommended to the council that a youth participation program be adopted for a trial year. The youth participation program would expose a greater number of students and/or student groups to the issues surrounding OCNMS while allowing the advisory council to gain broader youth perspectives from students from the different communities around OCNMS hosting the bi-monthly council meetings on rotation. In January 2015 the YSS will regroup to review the success and program and consider how to move forward with youth engagement on the advisory council. The advisory council accepted the final report from YSS and unanimously approved to adopt the letter of recommendation to implement the youth participation program for a one-year trial period.

The Youth Seat Subcommittee's letter of recommendations is available on the advisory council's website at [http://olympiccoast.noaa.gov/involved/sac/letter\\_youthseat\\_subcommittee\\_2013.pdf](http://olympiccoast.noaa.gov/involved/sac/letter_youthseat_subcommittee_2013.pdf) and the final report referenced to in that letter can be found at [http://olympiccoast.noaa.gov/involved/sac/report\\_youthseat\\_subcommittee\\_2013.pdf](http://olympiccoast.noaa.gov/involved/sac/report_youthseat_subcommittee_2013.pdf)

### **Advisory Council Forwards Ocean Acidification Final Report and Recommendations to WA Office of Governor**

The OCNMS Advisory Council accepted a final letter from the advisory council and joint Intergovernmental Policy Councils (IPC) Ocean Acidification Working Group (OAWG). The letter provided recommendations of eight prioritized actions on ocean acidification for the outer coast of Washington. The recommendations were produced based on the Washington State Blue Panel Ribbon on Ocean Acidification and were initially presented to Council at the May 17<sup>th</sup> advisory council meeting in Neah Bay, WA. At the September 20<sup>th</sup> meeting the OAWG also presented their final report to the advisory council, which was approved as well. OCNMS Superintendent Carol Bernthal forwarded the transmittal letter in early November to Washington

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State Governor's Legislative Affairs and Policy Advisor and to the Co-Directors of the Washington Ocean Acidification Center based at the University of Washington.

The Ocean Acidification Working Group's letter of recommendations is available on the advisory council's website at [http://olympiccoast.noaa.gov/involved/sac/letter\\_oa\\_wg\\_9\\_16\\_13.pdf](http://olympiccoast.noaa.gov/involved/sac/letter_oa_wg_9_16_13.pdf) and the final report referenced to in that letter can be found at [http://olympiccoast.noaa.gov/involved/sac/report\\_oa\\_wg\\_9\\_16\\_13.pdf](http://olympiccoast.noaa.gov/involved/sac/report_oa_wg_9_16_13.pdf)

September 23, 2013

**Advisory Council Supports Replacement Vessel for OCNMS**

At the July 18<sup>th</sup> meeting in Forks, WA, OCNMS Advisory Council Citizen-at-Large member Bob Boekelheide suggested that the advisory council draft a letter stating the dire need for Office of National Marine Sanctuaries (ONMS) to obtain a replacement vessel for OCNMS. At the September 20<sup>th</sup> meeting in La Push, WA, advisory council members discussed key elements to include in drafting a resolution, including the ability for OCNMS to effectively implement its 2011 Management Plan as well as consideration of crew safety in R/V *Tatoosh*'s current state. The advisory council unanimously voted to approve a vessel resolution letter that the Advisory Council Executive Committee finalized on September 23<sup>rd</sup> and forwarded immediately to OCNMS Superintendent.

The transmittal letter is available on the advisory council's website at [http://olympiccoast.noaa.gov/involved/sac/letter\\_resolution\\_tatoosh.pdf](http://olympiccoast.noaa.gov/involved/sac/letter_resolution_tatoosh.pdf)

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